

# WORKPLACE CONNECTION

"ENRICHING LIVES"

July / August 2004

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## County Employees Surveyed for Clean Air Compliance

All County employees who work at sites where there are more than 100 employees MUST complete the annual Average Vehicle Ridership (AVR) during August and September.

Completion of the surveys is mandatory under the County's trip reduction ordinance. It shows the South Coast Air Quality Management District that we are in compliance with regulations to reduce air pollution from employee commutes.

The AVR survey gathers information on how employees commute to their worksites for a specific five-day workweek. Information collected from these surveys assists the Chief Administrative Office in assessing future commuter needs. They also help determine how successful various departments are in achieving clean-air goals.

Departmental sites that submit surveys with many errors or have low response rates, under 60 percent, may be ruled not in compliance with SCAQMD regulations. Fines starting at \$90 per employee, per day may be levied against the County.

The survey is simple and easy to complete. It provides valuable rideshare information for County employees.

Each surveyed employee is eligible to receive a RideGuide, which provides personalized commuter information, rideshare options and emergency ride home services. The RideGuides are a great way to educate employees about the benefits of ridesharing.

For more information on the AVR surveys and rideshare, please contact the CAO Office of Workplace Programs at (213) 974-1182.

## County Takes "Top Public Sector" Award in March of Dimes WalkAmerica Campaign



Proudly displaying the traveling trophy for being the "Top Public Sector Team" in the 2004 March of Dimes WalkAmerica campaign are, from left, Victoria Pipkin-Lane, director, CAO Office of Workplace Programs; Sandy Woo, departmental coordinator for Consumer Affairs, CAO David E. Janssen, Leticia Isunza, departmental coordinator for Auditor-Controller; Natalia Jimenez, Countywide Team Leader; and Craig Hirakawa, CAO Office of Workplace Programs.

The County of Los Angeles has been named the "Top Public Sector" team for the 2004 March of Dimes WalkAmerica campaign, announced Chief Administrative Officer David E. Janssen, campaign co-chair.

"We're Number One once again," said Janssen. "County employees generously donated more than \$310,000 to the 2004 WalkAmerica campaign."

A traveling trophy was presented by the March of Dimes to the County during its recent awards ceremony held at the Omni Hotel. A capacity crowd, including members of the City of Los Angeles team, was on hand as the County received the prestigious and coveted trophy. This is the second year that the County has raised more than the city.

In addition, the County was selected as a 2004 "Elite Inductee," an honor which goes to teams donating more than \$250,000 to the non-profit organization.

Craig Hirakawa, CAO Office of Workplace Programs, who assists the WalkAmerica organizers with logistics, was presented with an "outstanding service" award.

The County's WalkAmerica campaign was chaired by Supervisor Don Knabe. Departmental co-chairs were Bryce Yokomizo, Department of Public Social Services; Sheriff Lee Baca; Dr. Thomas Garthwaite, Department of Health Services; Conny McCormack, Registrar-Recorder/County Clerk; Fire Chief P. Michael Freeman; and Dr. David Sanders, Department of Children and Family Services.

For the first time the County campaign included celebrity co-chairs: Susan Hirasuna, anchor-reporter, Fox 11 News; and Eduardo Yanez and Ana Carolina da Fonseca, stars of KMEX-TV's soap opera "Te Amore en Silenco."

## ETC Spotlight



Patricia Verdugo  
DPSS/Wilshire No. 10

**P**atricia Verdugo, Employee Transportation Coordinator for the Department of Public Social Services at Wilshire Special District #10, views her role as

ETC as "an important job, a breath of fresh air."

A change from regular management duties, she sees the position as "positive and one that leaves me with a good feeling because doing the job of an ETC means working better towards better health for everyone living in the Los Angeles Basin."

And Patricia Verdugo means business!

When she took over the ETC role at DPSS/Wilshire #10 the average vehicle ridership was 1.50. She worked hard to get the clean air message out to employees and was dedicated to promoting the rideshare program.

Her efforts paid off and soon the AVR was raised to 1.71.

To achieve her goal, Verdugo utilized high-visibility bulletin boards, monthly awards, employee recognition, rideshare award drawings for prime parking spaces and \$5 ridesharing gift certificates. She also provided information on Club Metro membership.

Trusted by fellow employees, Verdugo was able to coax potential commuters into giving rideshare a try. Her approach emphasizes that ridesharing is voluntary, not a binding contract.

"Most employees who try ridesharing find it to be an enjoyable change from driving alone and bumper-to-bumper traffic, which leaves them tired, irritable and not looking forward to the next day's commute," she said.

As a positive person, Verdugo believes that "baby steps can help an ETC achieve a mile....a clean air mile." Some of her baby steps include getting one person to ride the bus and helping two people to start a carpool.

"Little gains add up to cleaner air and a raised AVR," added Verdugo.

## Charitable Giving Campaign Launched

**C**ounty of Los Angeles Board of Supervisors, on a motion by Supervisor Don Knabe, Chair, proclaimed August as "Charitable Giving Campaign Kick-off Month" with the theme "Making a Difference."

The Countywide campaign will continue through December, 2004.

Campaign partners are the five, Board-approved fund distribution agencies: United Way, Brotherhood Crusade, Asian Pacific Community Fund, Earth Share of California and the United Latino Fund.

"Last year County employees contributed more than \$1.5 million to charitable giving," said Supervisor Knabe, in the motion. "These funds were used to make a difference in the lives of at-risk children and teenagers, and provide health and human services to low-income families," he said.

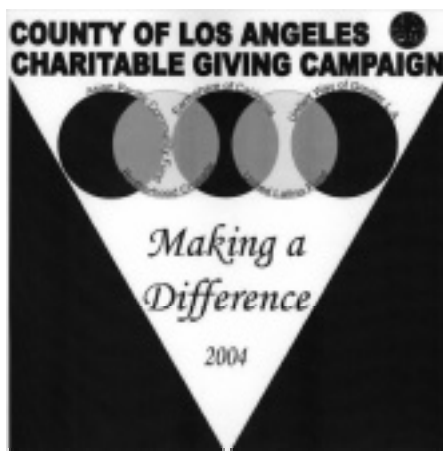
"The 2004 campaign hopes to increase the number of County employees giving through payroll deduction, which will provide more support to programs that improve the quality of life in the County for residents in need," added Supervisor Knabe.

The Board motion authorized fundraising activities, special events and presentations to employees that emphasize the voluntary payroll deduction option for giving.

For more information, please contact your departmental charitable giving campaign coordinator or call Natalia Jimenez, Countywide Team Leader, in the CAO Office of Workplace Programs at **(213) 974-2619**.



The County of Los Angeles kicked off its annual Charitable Giving Campaign by presenting a check for \$1.5 million to its five fund distribution agencies, which donate the funds to various community-based organizations. Supervisor Don Knabe, Chair, third from left, and Sharon Harper, Chief Deputy Chief Administrative Officer, third from right, present the check to, from left, Joe Haggerty and Kimberly Davis, United Way; Marsel Watts, Brotherhood Crusade; Ellen Misawa, Asian Pacific Community Fund; Pat Smith, Earth Share of California; and Cris Cerda, United Latino Fund.



### Save the Date

County of Los Angeles  
Annual Civic Center

### "Clean Air/Rideshare Fair"

Thursday, October 21, 2004  
9:30 a.m. to 2:30 p.m.

**Kenneth Hahn Hall  
of Administration  
Mall Area, near Starbucks  
500 W. Temple St., L.A.**

## **"Focus on Agencies"**

# **Earth Share Promotes Clean Air**

*(Editor's Note: This article spotlights Earth Share of California, one of five Board-approved fund distribution agencies (FDAs) for the County's charitable giving campaign.)*

**E**arth Share of California, an environmental federation representing more than 80 diverse member groups, carries out its mission to promote clean air, beaches, rivers and drinking water, preserve open land spaces, protect endangered animals, and tout the benefits of quality life styles.



Olga Carrillo

Executive Director Pat Smith works with County departmental charitable giving coordinators to bring the message of Earth Share of California to employees.

As a Board-approved Fund Distribution Agency, payroll deductions may be designated for the federation, which, in turn, distributes the funds to its diverse member groups.

One organization supported by Earth Share of California is the Los Angeles Conservation Corps (LACC), which serves a multi-cultural mix of communities that make up Los Angeles.

The LACC, dedicated to preserving the natural and human environment, works with young people, building their self-esteem, leadership and workplace skills. Young people are encouraged to be involved in community service, while taking advantage of the educational opportunities.

Olga Carrillo, a single mother of two children—Marlexa age 3 and Alejandro age 2—and member of LACC, recently shared her poignant story of achievement.

"Being a single mother is not an obstacle in life but a great challenge to

prove everybody wrong and make your loved ones proud," she said. She was confident that joining LACC "was the place to achieve" her first goal—working while earning a high school diploma.

The goal led to other opportunities she "did not know existed like starting a credit history by opening a bank account" with assistance from my LACC case manager. LACC's Transitional Living Program gave me the "help to live on my own."

Carrillo is excited about her internship, which placed her in the executive office of the Corps. She has an AmeriCorps scholarship to attend college as soon as she graduates this summer.

She looks forward to working as a clerical assistant in the medical field.

What led Carrillo to the LACC? "My daughter picked up a flyer from the ground on Cesar Chavez Avenue that said 'Earn Some Money While Working' and I enrolled.

Without LACC, "I never would have learned why we recycle or how to plant a tree. I will always look back on the day I enrolled as the day it all began," said Carrillo.

For more information about the County's charitable giving campaign and payroll deduction, contact your departmental charitable giving coordinator or the CAO Office of Workplace Programs at **(213) 974-2466**.

## **AIDS Walk Los Angeles Set for Oct. 17**

**A**IDS Walk Los Angeles is scheduled for Sunday, Oct. 17 in West Los Angeles.

County employees are encouraged to once again participate in the fundraising event, which provides funding for the continuing battle against HIV/AIDS.

More than \$2.6 million dollars was raised last year in support of AIDS Project Los Angeles and other local area AIDS service organizations.

For more information about AIDS Walk Los Angeles, please contact the AIDS Project Los Angeles office at (213) 201-9255 or visit the website at [www.aidswalk.net/losangeles](http://www.aidswalk.net/losangeles).

## **New Clean Air Vehicles Shown**

**N**ew clean air vehicles recently were unveiled by the South Coast Air Quality Management District (AQMD) as part of Ford's release of a hybrid Escape sport utility vehicle.

The gas-powered, hybrid alternative-fuel cars, trucks, minivans and sport utility vehicles are on the California Air Resources Board's Clean Air Choice List. They are more than five times cleaner than the average 2004 model car, said officials.

Auto dealers participating in the program will display a Clean Air Choice label on vehicles meeting low emission standards and certified by the California Board.

Current year models on the list include the Toyota Prius, Honda Civic hybrid, BMW 325i, Ford Focus, Chrysler Sebring, Toyota Camry, Subaru Legacy and Outback Wagon, Volkswagen Jetta and Volvo S60 sedan. The Escape will be added to the list after certification this year.

## **Savings Bonds: Safe, Secure, Investment**

**U**.S. Savings Bonds offer a safe and secure way to invest for future financial goals.

The 2004 County of Los Angeles Savings Bonds campaign is now underway and employees are encouraged to consider investing in Series EE or Series I Bonds through payroll deduction.

The financial, interest bearing certificates are exempt from state and local taxes. Purchasers may defer federal income taxes on the bonds until they are redeemed.

Savings Bonds may be purchased on a one-time basis and are ideal gifts for special occasions such as birthdays, graduations and holidays. Arrangements may be made for the bonds to go directly to the purchaser for presentation to the recipient.

The Series EE bonds earn market-based rates and may be purchased for half their face value. For example, the price of a \$100 bond is \$50. The new I Bonds are sold at face value and earn a guaranteed rate of return over and above inflation for up to 30 years.

For more information, please contact the departmental savings bonds coordinator, or call Ruben Rivero, Countywide Savings Bonds Program Coordinator, at **(213) 974-2523**.



## Supervisors Continue Tire Program

Authorization has been given to the County's Department of Health Services to apply for a waste tire enforcement grant from the California Integrated Waste Management Board, according to Supervisor Michael D. Antonovich.

"This vital program curbs illegal tire dumping, encourages recycling and promotes good stewardship of our natural environment," he said.

Grant funds will be used to support inspections and surveys of waste tire facilities throughout the County.


Since 1993 the Board of Supervisors has funded the Waste Tire Enforcement Program, which has sponsored periodic waste tire amnesty-day events and campaigns designed to reduce illegal tire dumping.

The U.S. Environmental Protection Agency has awarded the County's Integrated Waste Tire Recycling Program its prestigious "Environmental Award." A similar honor was received from the California Integrated Waste Management Board, while the National Association of Counties recognized the program with an achievement award.



### COUNTY OF LOS ANGELES CHARITABLE GIVING NIGHT AT DODGER STADIUM

Join the County of Los Angeles on September 10, 2004 at 7:10 p.m. at Dodger Stadium for a night of baseball and a fireworks show. As part of the County's Charitable Giving program, the Dodgers are pleased to offer County employees, family and friends a discount ticket to the game. Tickets are \$12.00, a \$5.00 savings off the regular price. Seating is located in the Lower Reserve Level and is limited. \$3.50 of your ticket price will be donated to the County's Charitable Giving Campaign Partners. Contact your Departmental Charitable Giving Coordinator for information or to purchase tickets contact the Office of Workplace Programs at (213) 974-0187.

 <b>County of Los Angeles Charitable Giving Night at Dodger Stadium Friday, September 10, 2004 at 7:10 p.m.</b>		
<b>Employee Name</b> _____		<b>Department</b> _____
<b>Work Mailing Address</b> _____		
<b>Telephone No.</b> _____		<b>Email:</b> _____
<b>Number of Ticket (s)</b>	<b>Cost</b>	<b>Total</b>
	<b>\$12.00</b>	<b>= \$</b>
<b>Purchase Total:</b>		<b>= \$</b>
Please attach your check payable to: <b>LAC Volunteer Fund</b> , and mail it with your order form to: Office of Workplace Programs, Dodger Tickets Kenneth Hahn Hall of Administration 500 West Temple Street, Suite B-1 Los Angeles, CA 90012		
For information on LA County Dodger Night visit the County Intranet at "County Employee Discount" website at <a href="http://web.co.la.ca.us/lacounty/save.htm">http://web.co.la.ca.us/lacounty/save.htm</a> Thank you for supporting the 2004 Charitable Giving Campaign		

Allow 5-8 working days for mail delivery.  
After August 25, tickets must be picked-up.  
Deadline to order is Sept. 1, 2004. Contact your Charitable Giving Coordinator or call (213) 974-0187.



### L.A. COUNTY FAIR TICKETS

"Kinder, Simpler, Funner" is the L.A. County Fair theme this year. The Fair's celebration begins on September 10 and continues through September 26, 2004.

On **September 10, Opening Day** at the Fair, admission is only \$1. Opening events will celebrate Southern California's rich cultural diversity, from food and entertainment to arts and crafts. You can also stop by "Blues at the Fair" at the Stage in Park Square to listen to popular blues bands or attend the first Grandstand concert at 8:00 p.m. featuring WAR.

County employees can purchase in advance discounted tickets and avoid waiting in line by contacting their departmental Charitable Giving Coordinator or through the CAO, Office of Workplace Programs. Adult tickets are \$10 which includes a \$4 savings on weekend prices and children's tickets are \$6 which includes a \$1 savings on weekends. With each ticket, receive up to 70% off on carnival rides, concessions and attractions. In addition, with the purchase of your ticket, you will receive free general admission to the grandstand concerts. All ticket sales will include a \$1 donation to the County's Charitable Giving program, with fund-raising credit given to your department.

For information on L.A. County Fair tickets visit the County Intranet "County Employee Discount" website at <http://web.co.la.ca.us/lacounty/> Thank you for supporting the 2004 County Charitable Giving Campaign.



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**Zev Yaroslavsky**  
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